

# Viewpoint on Nutrition Tells Story on TV

BY SAM CATT

Nobel Prize winner Dr. Linus Pauling heads the list of prominent personalities who discuss food on the television show Viewpoint On Nutrition currently seen on Sundays at 7:30 a.m. on KABC-TV (moves to 8:30 a.m. after basketball season) and 20 other radio and TV stations across the nation.

The whole range of man's nutrition is the subject of the weekly broadcasts which combine the ideas, research, practices and viewpoints of authorities from universities, medical centers, and the scientific world along with personalities from the theatrical and sports field.

Viewpoint On Nutrition is produced and conducted by Arnold Pike who has 20 years of public affairs broadcasting to his credit.

## Hardly Enough

"The intent of this series is to make Americans more aware of the import of better nutrition in meeting the many stresses of today," said producer Pike. "There have been a scattering of programs on the air about nutrition but hardly enough to bridge the information gap that exists about proper nutrition today."

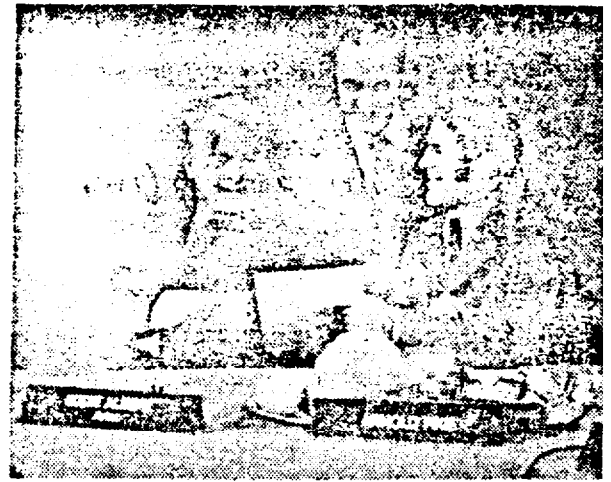
Viewpoint On Nutrition is a public affairs radio-TV series presented by the National Nutritional Foods Assn. in cooperation with various community and educational agencies including La Verne College; White Memorial Medical Center; New York Institute of Technology, Extension Division; Department of Oral Medicine, University of Alabama.

"I certainly feel that your work in nutrition education is desperately needed and the mass media approach is the only way to get it done," wrote Jean Dart, extension home economist, Cooperative Extension Service, University of Nevada, to Pike.

The fundamentals of nutrition are highlighted by Dr. E. Cheraskin, M.D., chairman, Department of Oral Medicine, University of Alabama; Dr. W.D. Currier, M.D., assistant professor emeritus, USC school of medicine; Dr. Michael Walczak, M.D., Dr. Robert Elliot, M.D., Dr. Sydney Garfield, D.D.S. and author of "Teeth, Teeth, Teeth"; Carlton Fredericks, Ph.D.; author Gayelord Hauser; Harvey Good, assistant professor of biochemistry, La Verne College; Dr. Leland House, M.D., chairman, department of otolaryngology, White Memorial Medical Center; Lorie Chase, Ph.D. and others.

"The question of how to turn people on, especially youth, to right foods when nutrition has been so ignored in the American way of life is the challenge we faced in developing this series," Pike said. "We found that sports and film celebrities have large followings and their actions and activities may be able to influence for the good. Screen and sports personalities have to be concerned about their appearance and fitness if they want to continue successfully in their fields and many adhere to nutrition and exercise regimes."

Gena Rowlands, Antho-



**AMERICAN DIET**—Actor Eddie Albert, left; Harry Matchett, president, National Nutritional Foods Assn. and Viewpoint on Nutrition TV show producer Arnold Pike look over script of program on sugar products and the diet of the Americans.

ny Quale, Eddie Albert, Katherine Helmond, winner "Best Actress 1971" award for her role in "The House of Blue Leaves," Don Stroud, James McEachin, Alex Cord, Linda Kaye Henning, Stephanie Steele, Eve Bruce, Jane Wyatt, Dina Merrill, Dana Wynter and Barbara Werle are among many motion picture and television stars who discuss how they eat for better health in the Viewpoint On Nutrition series. Special guests from the athletic world include Bill Toomey, winner of the 1968 Olympic Games decathlon event and Bill Pearl, holder of the "Mr. Universe" title.

In Viewpoint On Nutrition actress Julie Harris, who portrays a vegetarian in the play, "And Miss Reardon Drinks a Little," appears with nutritionist Gayelord Hauser to discuss the pros and cons of the vegetarian diet. It's repeated on Channel 52, Jan 30, 3:30 p.m.

Scheduled for February are a number of special programs. On Feb. 6 at 7:30 a.m., Channel 7, will be a discussion on low blood sugar and the effect of excess sugar in the diet. Featured are actor Eddie Albert who explains what he did to overcome hypoglycemia, Toomey who re-

veals how he trained for his decathlon title and actress Miss Helmond who tells how she avoids excess sugar in her food.

## Quale Scheduled

"Today many Americans are suffering from low blood sugar and are not even aware of it or know how to avoid it nutritionally," said Pike. "We plan to repeat a program on hypoglycemia with Dr. W. D. Currier that brought much interest."

On Feb. 13 the subject will be "Mirror, Mirror On the Wall" which covers the relationship of proper nutrition to feminine beauty and male appearance. Starring are Hauser, Miss Rowlands, star of the film "Minnie & Moskowitz" and Anthony Quale, star of the stage hit "Sleuth." In this telecast foods, vitamins and minerals to stress for beauty, endurance, energy and well being are spotlighted.

On Feb. 27 Harry Matchett, president, National Nutritional Foods Assn., joins actors Don Stroud and James McEachin in explaining how to control weight through proper foods and eating habits.

"An investment in proper nutrition is an investment in your future" is the theme of Viewpoint On Nutrition.